

OBPA- Oakdale City Election Questionnaire

The Oakdale Business and Professional Association is a vital community organization serving Oakdale and surrounding community businesses. Our motto is: For A Better Community. In this goal we are actively encouraging our members and their employees to become better informed voters who are more actively engaged in the political process. The OBPA may choose to inform and/or endorse candidates in the general election. Please use brief answers to complete this questionnaire for our member businesses. Thank you for your commitment to improve our community.

Please return this form to:

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Deadline: September 3, 2013

Name: Paul Reinke

Date: September 10, 2014

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Address: 7073 46th St North

Employment: President, Silver Oak Development, Inc.

Website: None

Party Affiliation: Republican

How long have you resided in Oakdale? 20 years

Political Background: Beginning with the most recent position, list all public offices you have held.
(Include positions on appointed boards and commissions:

Oakdale:

- City Council Member - since 2004
- Gateway Corridor Commission Member
- Policy Advisory Committee (Gateway Corridor Commission)
- Fire Services Planning Committee
- Economic Development Commission
- Co-Chair District 622 Levy Renewal Committee

Vadnais Heights:

- Planning Commission

1. Why are you running for this office?

I am in the middle of my 3rd term on the Oakdale City Council and it has been a privilege to serve in this manner. As a Council, we have achieved several important initiatives and have created a great quality of life in our community. I want to be a part of something larger than what I can do on my own. I want to be involved in creating positive growth in our community. As Mayor, my experience and effective leadership will ensure Oakdale continues to be a great place to live, work and play.

2. Describe your most important personal characteristics or traits as they relate to the office you seek.

High integrity, Having a principled nature, Ability to develop effective relationships and work with wide variety of people, Love of learning, Significant knowledge of commercial real estate, Significant knowledge of local government operations, Happiness, Ability to multi-task at multiple levels.

3. What experience do you have running a business, managing employees and controlling a budget?

Over 30 years' experience in the commercial real estate/commercial construction industry with both a Fortune 500 Company and several private firms. Held Executive Management positions responsible for project teams, Held Project Manager roles responsible for achieving financial targets and client goals on construction projects, Held Business Development roles responsible for acquiring new client projects and maintaining relationships with existing clients.

For the last 1 ½ years I have been the Owner and President of my own firm, Silver Oak Development, Inc., which provides real estate development management services to clients in Minnesota and North Dakota.

4. Please describe accomplishments or contributions of which you are most proud. Examples should illustrate skills and capabilities apply to this office, and may have occurred at any time in your personal, professional or public life.

Successfully campaigning and winning a seat on the Oakdale City Council in 2004.

Leading the Corporate Disaster team at Mpls company when hurricane Andrew devastated parts of Florida in 1992, including leveling our local office (none of our people were significantly injured and our local office was operating in temp space – serving their clients – within two weeks of the major storm).

Being a Co-Chair of District 622's Levy Renewal Committee and succeeding in helping to secure necessary funding for our schools.

Starting a new real estate development company and managing it successfully. Currently responsible for two multi-million dollar construction projects.

5. What endorsements do you have, or are seeking; and what organizations are you a member of? Currently seeking the endorsement of the St. Paul Labor Federation.

Member of:

OBPA, National Association of Industrial Office Properties, Minnesota Commercial Association of Realtors, Long Lake Property Owners Association.

6. What role does the City have in encouraging job creation and retention in the City of Oakdale? (please describe the model/tools and/or incentives you would support to boost economic development)

The City can offer tax increment financing, Conduct business retention visits, Assemble land to repackage and sell/redevelop, Lobby at State Capital for advantageous laws/policies, Loan programs, Clear and effective design guidelines in our development ordinances, Low and reasonable tax rates.

7. What role does the business community play in Oakdale's success?

The business community plays a significant role through the creation of jobs, being a provider of goods and services, by its employees and owners participating in our community "helping" and "celebration" activities, being responsible for a significant portion of our tax revenue, and at times being the catalyst in the City's relationships with our schools, industry, associations, neighboring communities, county and state government and recreation.

8. What are your top budget priorities for the next fiscal year?

Low and reasonable property taxes.

Appropriate funding for police and fire departments (currently makes up approximately 50% of general fund budget).

Ensure adequate funding necessary for the completion of City's redevelopment initiatives.

9. What City services would you consider using shared services or contracting with other public or private partners?

The City currently does a really nice job reducing cost and increasing efficiency by utilizing shared services agreements in the following areas: Administrative Services (property assessment and election services with Washington County), Emergency Services (dispatch services and a police record system with Washington County), Environmental Services (storm water facility maintenance agreement with Lake Elmo, soon to be providing sanitary sewer maintenance services with Landfall), Financial Services (contracting the City's ambulance billing services with a private vendor – enabling reduction in staff while increasing collections rate), Housing and

Building Services (outsourcing electrical inspections with private vendor, utilizing partnering agreements with non-profit groups to promote affordable housing goals without having to increase staff), Human Resources (our finance director also serves as the Human Resources Director), Information Technology (we participate in the Metro-INet consortium, which is housed in Roseville, to provide IT and phone services), Library Services (we rely on Washington County for our library needs), Water Utility services (we partner with the City of St. Paul for the water main repair services), Fire Protection Services (we provide fire protection services to Landfall), Fire Truck Maintenance Services (we provide vehicle maintenance service to the City of Lake Elmo), Ice bubble at Tartan (we participate with the School District and North St. Paul in the ownership and maintenance costs of the ice bubble).

We will continue to evaluate the effectiveness of our current Shared Services arrangements and seek additional one that benefit our residents and community.

10. What are your top priorities you will champion to move Oakdale forward?

Great neighborhoods

Well-equipped and well-trained Police and Fire departments.

Low and reasonable property taxes

Smart and effective transportation initiatives (Hwy 36 & Hadley interchange, Gateway Transit Corridor).

11. Businesses in Oakdale are impacted by a number of city regulations. In each of the areas listed below, how would you expand or contract current regulations?

a. Signage: Generally, I think the sign ordinances are working fairly well and are being applied equally across the board. The area that could be looked at in the future is the maintenance aspect of the signs. This question prompts me to look at the International Property Code that we've adopted to see what enforcement aspects are stated in its sign maintenance paragraphs.

b. Permitting: When an applicant complies with the design guidelines and isn't asking for a variance or other deviation our permitting process is streamlined. When an exception is sought, sometimes it seems to take more time than necessary, yet the processes of public notification and input is important and takes time.

c. Variances: Several years ago the variance granting process was tightened up by the State such that our Council's ability to grant discretionary variances was significantly limited. I don't see this changing in the near future.

d. Inspections (commercial & residential): I think the City's inspection programs can appear to be almost invasive at times. The upshot however is a business community that has safer exiting plans and owners/employees that understand the various aspects and principles of maintaining a safe environment.

The rental unit inspection program that the City has implemented has reduced the extremely inappropriate use of garage areas as rental living units, and has improved the

living conditions for renters. The down shot of the program is that the landlords who are running a good rental business can perceive the program as somewhat punitive. I support a review of the program so that the "bad" landlords would pay a larger share of the inspection costs, and the "good" landlords would pay less.